



# City of Seattle

Gregory J. Nickels, Mayor

## Office of the Mayor

April 17, 2007

Honorable Nick Licata  
President  
Seattle City Council  
City Hall, 2<sup>nd</sup> Floor

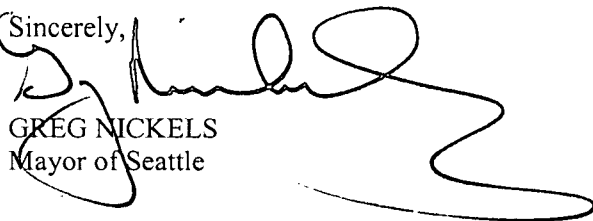
Dear Council President Licata:

I am pleased to transmit the attached proposed Council Bill that would amend the City's Land Use Code to incorporate the Morgan Junction Neighborhood Design Guidelines into the City's design review process, augmenting the *Design Review Guidelines for Multifamily and Commercial Buildings* that apply across the city. These design guidelines are the seventeenth set of neighborhood-specific guidelines to be considered for adoption by the City in implementing neighborhood plans.

Neighborhood Design Guidelines assist the Design Review Board in evaluating the design of new multifamily and commercial buildings in neighborhoods such as Morgan Junction. Residents, businesses, and property owners envision their Neighborhood Design Guidelines as a means to help future development contribute to the neighborhood as a place where neighbors may meet, where local businesses thrive in a pedestrian environment, and where streets are pleasant public places. Design guidelines are an additional tool that can help to enhance a neighborhood's intimate scale and character.

Thank you for your consideration of this legislation. Should you have questions, please contact John Skelton at 233-3883.

Sincerely,



GREG NICKELS  
Mayor of Seattle

cc: Honorable Members of the Seattle City Council

600 Fourth Avenue, 7<sup>th</sup> Floor, P.O. Box 94749, Seattle, WA 98124-4749

Tel: (206) 684-4000, TDD: (206) 684-8811 Fax: (206) 684-5360, E:mail: [mayors.office@seattle.gov](mailto:mayors.office@seattle.gov)

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**ORDINANCE 122443**

AN ORDINANCE relating to land use and zoning; amending Section 23.41.010 of the Seattle Municipal Code, approving and adopting Neighborhood Design Guidelines for the Morgan Junction neighborhood.

WHEREAS, the City's Design Review Program was approved for implementation in 1993, at which time it was contemplated that a neighborhood could develop design guidelines specific to a neighborhood's individual character, augmenting the City's Design Guidelines for Multifamily and Commercial Buildings; and

WHEREAS, neighborhood-specific design guidelines have been developed for the Morgan Junction neighborhood to carry out specific design goals identified by the neighborhood; NOW, THEREFORE,

**BE IT ORDAINED BY THE CITY OF SEATTLE AS FOLLOWS:**

Section 1. Section 23.41.010 of the Seattle Municipal Code, which Section was last amended by Ordinance 122334, is amended as follows:

**23.41.010 Design Review Guidelines.**

A. The "Guidelines for Multifamily and Commercial Buildings, 1998" and neighborhood design guidelines approved by the City Council and identified in subsection B of this section, provide the basis for Design Review Board recommendations and City design review decisions, except in Downtown, where the "Guidelines for Downtown Development, 1999" apply. Neighborhood design guidelines are intended to augment and make more specific the "Guidelines for Multifamily and Commercial Buildings, 1998" and the "Guidelines for Downtown Development, 1999." To the extent there are conflicts between neighborhood design guidelines and the "Guidelines for Multifamily and Commercial Buildings, 1998" or "Guidelines for Downtown Development, 1999", the neighborhood design guidelines shall prevail.

B. The following Neighborhood design guidelines are approved:

1. "University Community Design Guidelines, 2000;"
2. "Pike/Pine Urban Center Village Design Guidelines, 2000;"
3. "Roosevelt Urban Village Design Guidelines, 2000;"

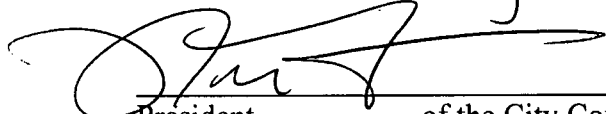


4. "Ballard Municipal Center Master Plan Area Design Guidelines, 2000;"
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7. "Admiral Residential Urban Village Design Guidelines, 2002;"
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13. Greenwood/Phinney Neighborhood Design Guidelines, 2005;
14. Othello Neighborhood Design Guidelines, 2005; ((and))
15. North Beacon Hill Design Guidelines, 2006; ((and))

16. North District/Lake City Design Guidelines, 2006; and  
17. Morgan Junction Neighborhood Design Guidelines, 2007.

Section 2. This ordinance shall take effect and be in force thirty (30) days from and after its approval by the Mayor, but if not approved and returned by the Mayor within ten (10) days after presentation, it shall take effect as provided by Municipal Code Section 1.04.020.

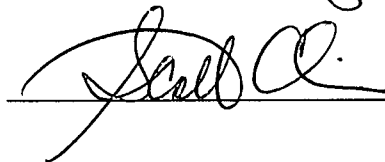
Passed by the City Council the 30<sup>th</sup> day of July, 2007, and signed by me in open session in authentication of its passage this 30<sup>th</sup> day of July, 2007.

  
\_\_\_\_\_  
President \_\_\_\_\_ of the City Council

Approved by me this 3<sup>rd</sup> day of August, 2007.

  
\_\_\_\_\_  
Gregory J. Nickels, Mayor

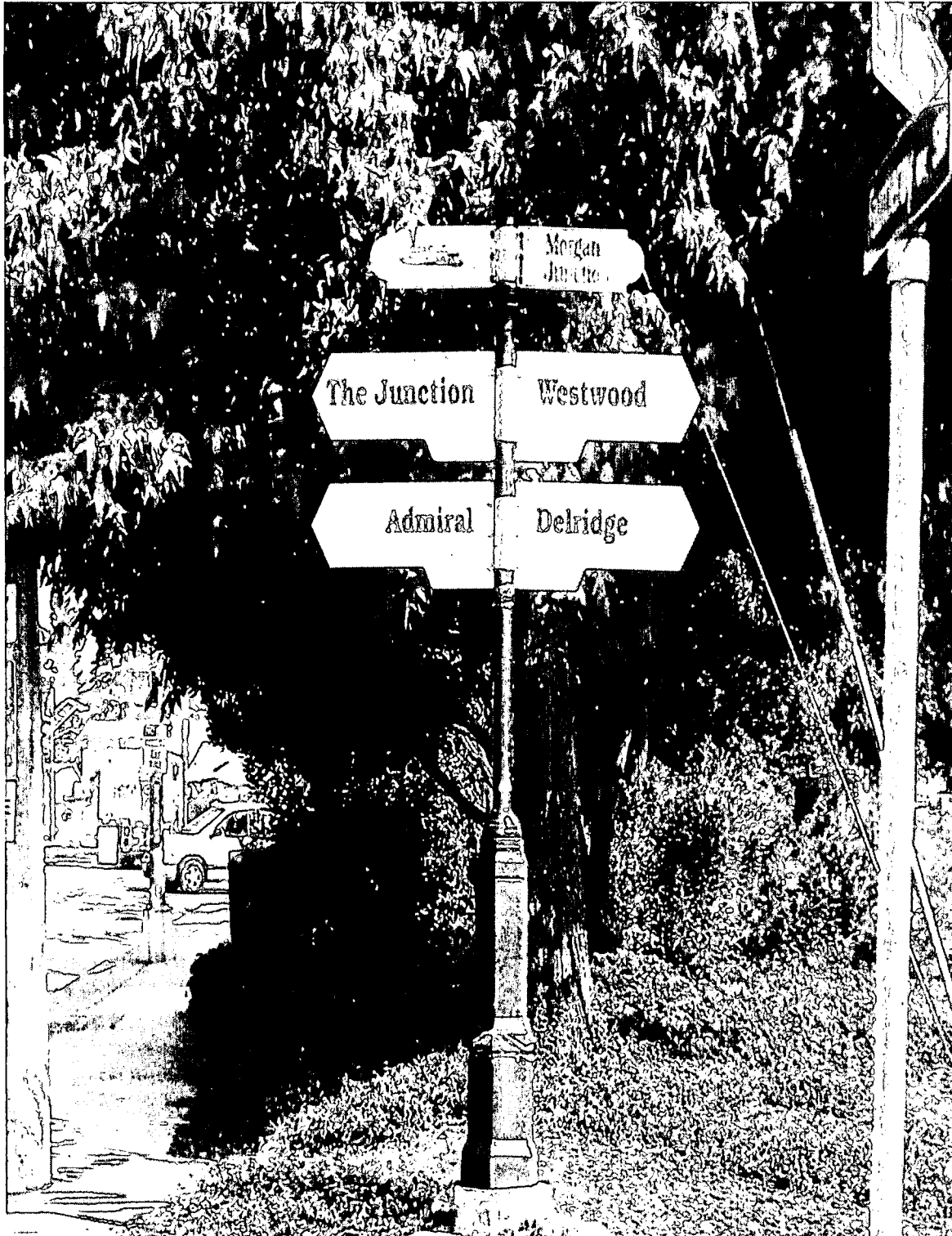
Filed by me this 5<sup>th</sup> day of August, 2007.

  
\_\_\_\_\_  
City Clerk

(Seal)

Attachment 1: Morgan Junction Neighborhood Design Guidelines

# Morgan Junction Neighborhood Design Guidelines



## A. Site Planning

*Neighborhood Priority:* Maintain and enhance an attractive community where the buildings, streets and sidewalks form a comfortable human-scale setting for daily activities and where views and community character are protected.

### A-2 Streetscape Compatibility

The siting of buildings should acknowledge and reinforce the existing desirable spatial characteristics of the right-of-way.

#### Morgan-specific supplemental guidance:

- It is recommended to build at or near the edge of the sidewalk and restrict grade separations where commercial uses occupy the ground floor.
- Consider retaining or increasing the width of sidewalks. Wider sidewalks make for more interesting and active streets, while still allowing for adequate pedestrian movement.
- Provide street trees in tree grates or in planter strips, using appropriate species to provide summer shade, winter light and year-round visual interest.
- Consider pedestrian-scale street lighting to promote a unified and attractive business district streetscape.
- Vehicle entrances to buildings should not dominate the streetscape.



*Dimension sidewalks to encourage activity. Wider sidewalks allow for streetscape elements (street trees, lights, etc.), pedestrian movement and outdoor seating areas.*

## A-2 Streetscape Compatibility (cont'd)



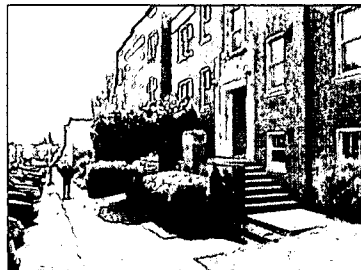
*Street lamps, landscaping and curb extensions in the Junction help lend a pedestrian orientation and character to the streetscape.*



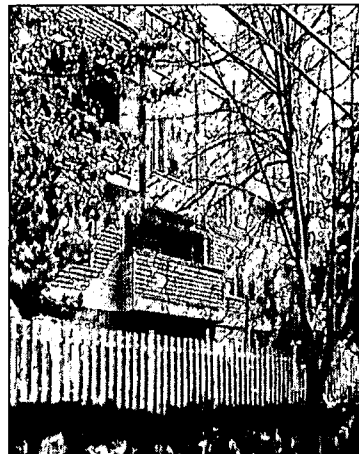
*Morgan precedent: recessed entries welcome without interrupting retail continuity.*

### **Residential development guidance:**

Shallow setbacks and minor grade separations between the first floor and sidewalk where residential uses occupy the ground floor can promote privacy and also accommodate entry porches and stoops.



*Minor grade separations enhance the transition from residence to street.*

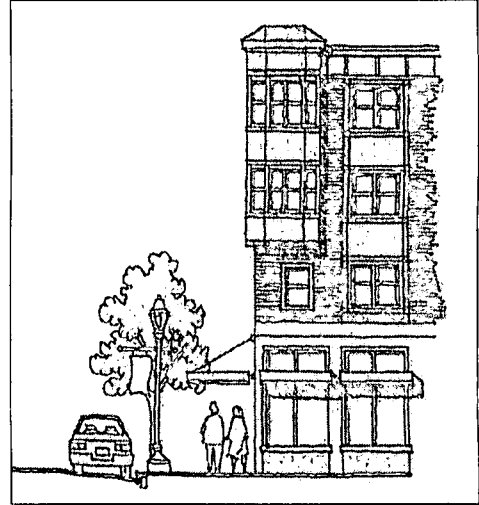


## A-4 Human Activity

New development should be sited and designed to encourage human activity on the street.

### Morgan-specific supplemental guidance:

- Promote active, pedestrian-oriented uses with a high degree of transparency along the street; uses should be readily discernible to the passer-by.
- Outdoor eating and drinking opportunities on the sidewalk should be encouraged by orienting the restaurant or café windows to the sidewalk and installing outdoor seating.
- Overhead cover along the sidewalk can provide for pedestrian comfort.



*An example of overhead cover integrated into the overall building design*





## A-10 Corner Lots

Buildings on corner lots should be oriented to the corner and public street fronts. Parking and automobile access should be located away from the corners.

### Morgan-specific supplemental guidance:

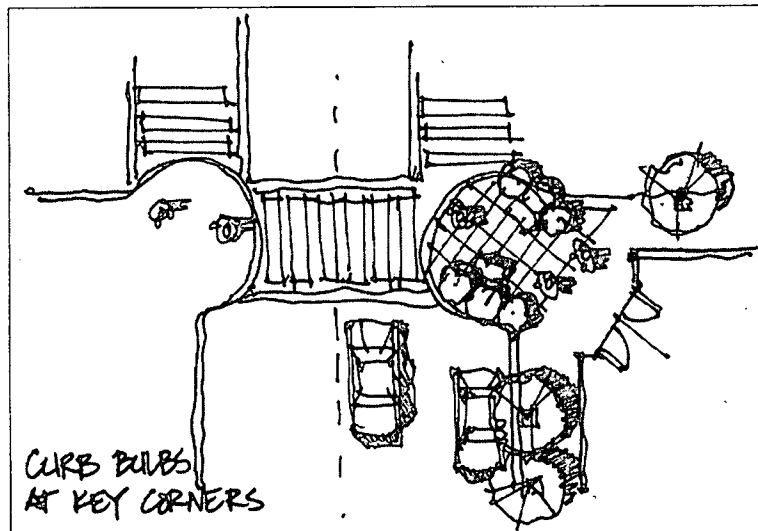
- Prominent corner massing can function as a visual anchor for a block.
- Provide for a prominent retail corner entry.
- Consider curb bulbs on key corner locations and pedestrian amenities. Consider a fountain or art as a focal point.



A corner building form that demarcates an important gateway/street corner



**Prominent retail corner entry:** By setting back at the corner, public space is extended from the sidewalk. The scale of the recessed entry, combined with building features at the corner, welcome without interrupting retail continuity along the streetscape. This idea places a strong visual emphasis on the street while supporting active public space.



## B. Height, Bulk and Scale Compatibility

*Neighborhood Priority:* Ensure that the design of new multifamily, commercial and mixed-use buildings is compatible with the character of the neighborhood.

### B-1 Height, Bulk and Scale Compatibility

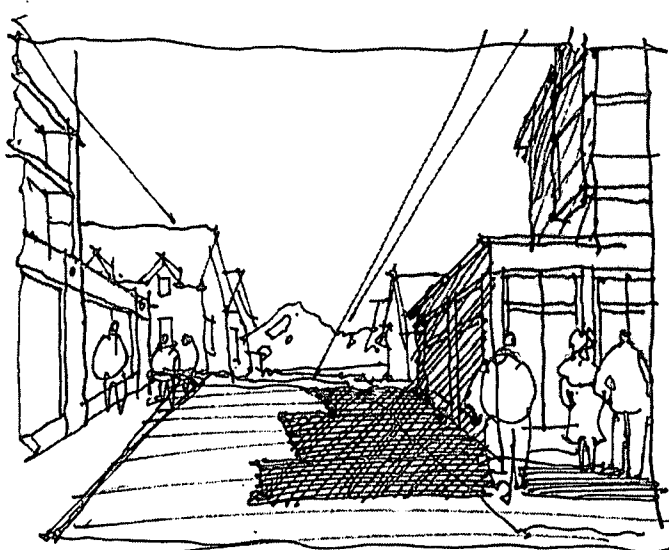
Projects should be compatible with the scale of development anticipated by the applicable land use policies for the surrounding area and should be sited and designed to provide a sensitive transition to nearby, less-intensive zones. Projects on zone edges should be developed in a manner that creates a step in perceived height, bulk and scale between the anticipated development potential of the adjacent zones.

#### Morgan-specific supplemental guidance:

- For commercial and mixed-use developments, consider breaking up building mass by incorporating different façade treatments to give the impression of multiple, small-scale buildings, in keeping with the established development pattern in the business district.
- Consider existing views to Puget Sound and the Olympic Mountains and incorporate site and building design features that may help to preserve those views from public rights-of-way.
- Respond to adjacent residential uses with a sensitive transition in scale and massing; for instance, stepping back building height and/or breaking up building mass.
- Consider shadows cast from proposed structures, in order to maximize the amount of sunshine on adjacent sidewalks throughout the year.



*A good example of a larger, mixed-use building stepping back away from a neighboring single family area. The ground floor is further softened with generous, lush landscaping.*



*Consider stepping back the building on east-west streets to take advantage of scenic views.*

## C. Architectural Elements and Materials

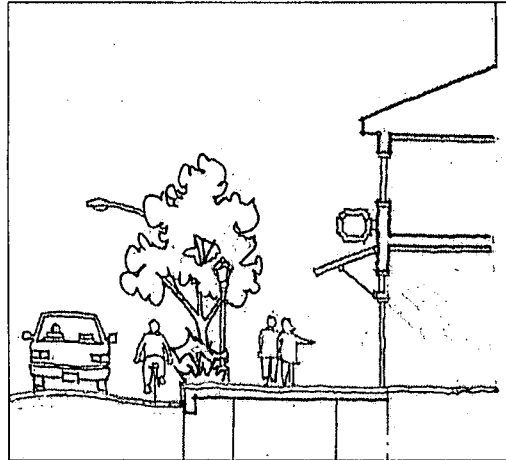
*Neighborhood Priority:* Use design guidelines to develop consistent building types and characteristics.

### C-3 Human Scale

The design of new buildings should incorporate architectural features, elements and details to achieve a good human scale.

#### Morgan-specific supplemental guidance:

- Establish a rhythm of vertical elements along the street-level façade to create a pattern of display windows and shop entrances consistent in scale with existing commercial buildings in the business district.
- Design elements such as multiple storefronts, shop entrances, exterior light fixtures, awnings and overhangs can add interest and give a human dimension to street-level building façades.
- Show creativity and individual expression in the design of storefronts; for instance, unique signs and tile work can add art-istry and craft to the streetscape.
- Exterior light fixtures, canopies and awnings should be sized to the scale of the building and sidewalk.



*Size exterior light fixtures, canopies and awnings to the scale of the building and sidewalk.*



*A regular cadence of display windows and shop entrances enhances the pedestrian experience.*



*Design elements such as landscaping and creative signs add interest and give a human dimension to street-level building façades.*

## C-4 Exterior Finish Materials

Building exteriors should be constructed of durable and maintainable materials that are attractive even when viewed up close. Materials that have texture, pattern or lend themselves to a high quality of detailing are encouraged.

### Morgan-specific supplemental guidance:

- Consider each building as a high-quality, long-term addition to the neighborhood; exterior design and building materials should exhibit permanence and quality appropriate to the "small town" urban village setting.
- Materials, colors and details can unify a building's appearance; buildings and structures should be built of compatible materials on all sides.
- Consider employing durable and high-quality materials, encouraging those materials that show permanence and quality, minimize maintenance concerns, and extend the life of the building. Examples of appropriate building materials include: brick, terra-cotta or tile, masonry, and various types of wood, or hardi-board. Durable and quality materials at the street level, including metal and transparent glass, are encouraged for commercial spaces.



*Brick, large storefront windows and masonry kick boards exhibit a sense of permanence at the street.*



*An example of high-quality and variegated use of residential exterior materials in new multifamily construction*



*A well-built, unified facade composition*

## D. Pedestrian Environment

**Neighborhood Priority:** A community that is conveniently accessible by transit and automobile, but where walking and bicycling are easy and enjoyable.

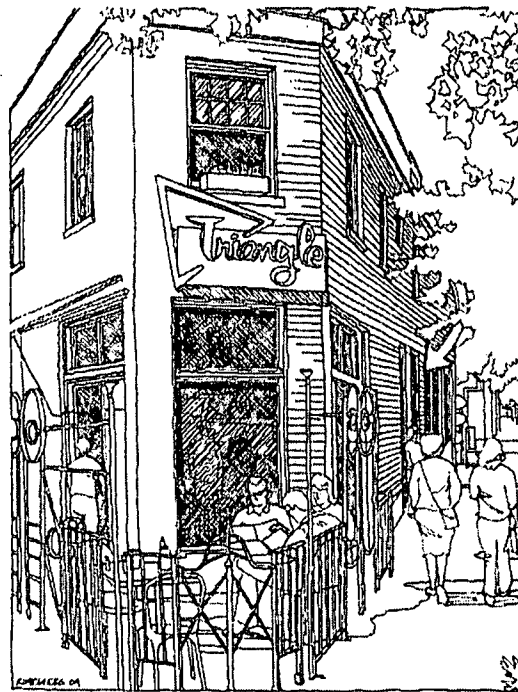
The pedestrian environment (sidewalks, pathways, crossings, entries and the like) should be safe and accessible. The pedestrian environment should connect people to places they want to go, and should provide good spaces to be used for many things. New development should reflect these principles by enhancing commercial district streetscapes that make street-level pedestrian activity a priority.

### D-1 Pedestrian Open Spaces and Entrances

Convenient and attractive access to the building's entry should be provided to ensure comfort and security, paths and entry areas should be sufficiently lighted, and entry areas should be protected from the weather. Opportunities for creating lively, pedestrian-oriented open spaces should be considered.

#### Morgan-specific supplemental guidance:

- Entryways can link the building to the surrounding landscape.
- Consider creating open spaces at street level that link to the open space of the sidewalk. Provide "outdoor rooms" such as plazas, fore-courts, interior courtyards and passages.
- Building entrances should emphasize pedestrians over vehicles.



*A well-defined courtyard with both a visual and physical connection to the street*

## D-1 Pedestrian Open Spaces and Entrances (cont'd)

### Morgan-specific supplemental guidance:

To support the neighborhood's pedestrian-oriented commercial areas, the use of street furniture, landscaping, on-site lighting and site details that support the design intentions of the building architecture are encouraged.



*Exterior lighting and street furniture creates a welcoming "outdoor room."*

## D-6 Screening of Dumpsters, Utilities and Service Areas

Building sites should locate service elements like trash dumpsters, loading docks and mechanical equipment away from the street front where possible.

### Morgan-specific supplemental guidance:

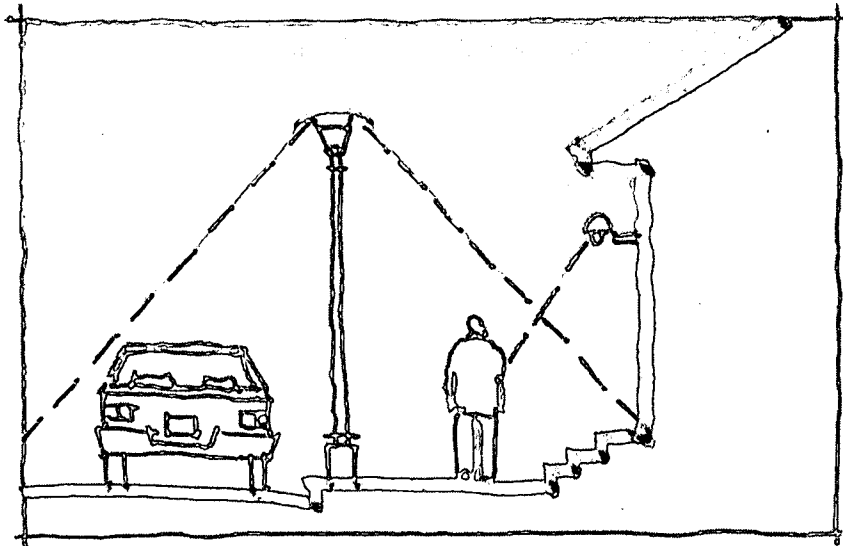
- Consider service facilities as an integral part of the site plan; avoid siting service areas and mechanical equipment as an afterthought.
- Service, loading and storage areas should be located away from facing public streets, residential neighborhoods or other important civic spaces; where possible, take service access along an alley.
- Adjacent sensitive land uses can be buffered from the undesirable impacts of service facilities with landscaping or cohesive architectural treatments.
- Consider locating screened, roof-mounted mechanical equipment away from the street edge.

## D-7 Personal Safety and Security

Project design should consider opportunities for enhancing personal safety and security in the environment under review.

### Morgan-specific supplemental guidance:

New developments are encouraged to provide lighting on buildings and in open spaces. This includes: exterior lighting fixtures above entries; lighting in parking areas and open spaces; and pedestrian street lights near sidewalks. To the degree possible, a constant level of light providing reasonably good visibility should be maintained at night. Bright spots and shadows should be avoided. Highly vulnerable areas and those that could conceal a potential attacker should be illuminated more brightly than areas designed for normal activity.



*Exterior lighting fixtures and street lamps are sized to the scale of the building and sidewalk, directing light to the sidewalk and building entrance, thus increasing personal safety.*

## E. Landscaping

**Neighborhood Priority:** An appealing place with attractive landscaping and pleasant parks and gathering places.

### E-2 Landscaping to Enhance the Building and/or Site

Landscaping, including plant material, special pavements, trellises, screen walls, planters, site furniture and similar features should be appropriately incorporated into the design to enhance the project.

#### Morgan-specific supplemental guidance:

Supplement and complement the existing mature street trees. Choose street tree species in the business district with a canopy above the first floor commercial level to minimize view obstruction along the street businesses.

- Landscaped open spaces as part of new commercial or mixed-use developments should be visible from the street.
- Providing landscaping on upper levels of neighborhood commercial buildings, where feasible, is encouraged.



*A landscaped entry area physically and visually accessible from the street*

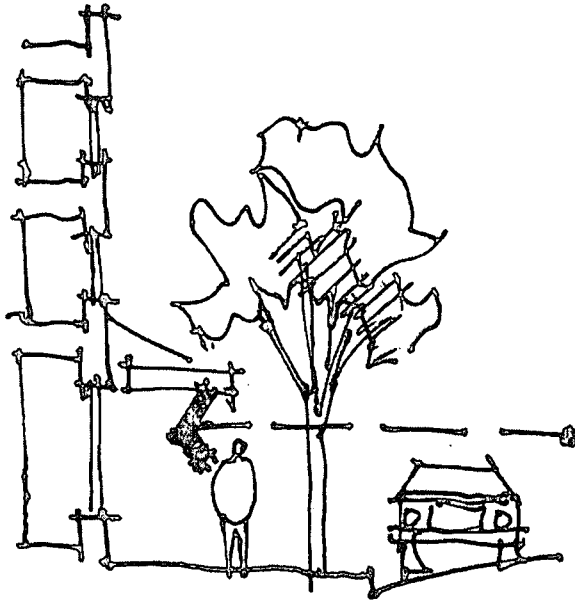


*Landscaping softens the setback from the ground level retail to residential levels above.*



### E-3 Landscape Design Address Special Site Conditions

Street tree species should be selected to ensure visibility of first floor businesses from the street.



**Street trees:** Trunk height should provide visibility to first floor businesses.



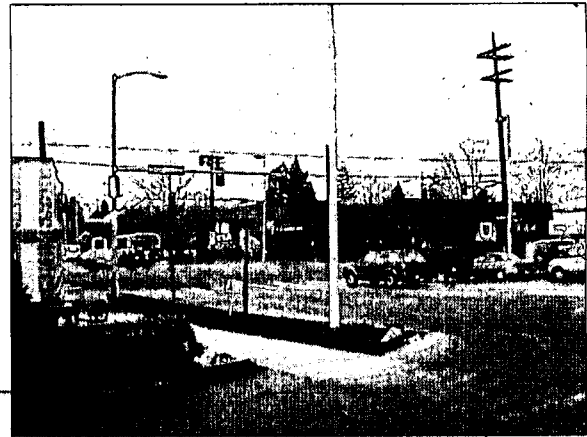
*Example of street trees in the Junction providing ground floor commercial visibility*

## Site-Specific Design Guidelines

### Northwest Corner of California Avenue Southwest and Fautleroy Avenue Southwest

This is a particularly prominent corner site that could serve as a community gateway and anchor for the block. Consider the following:

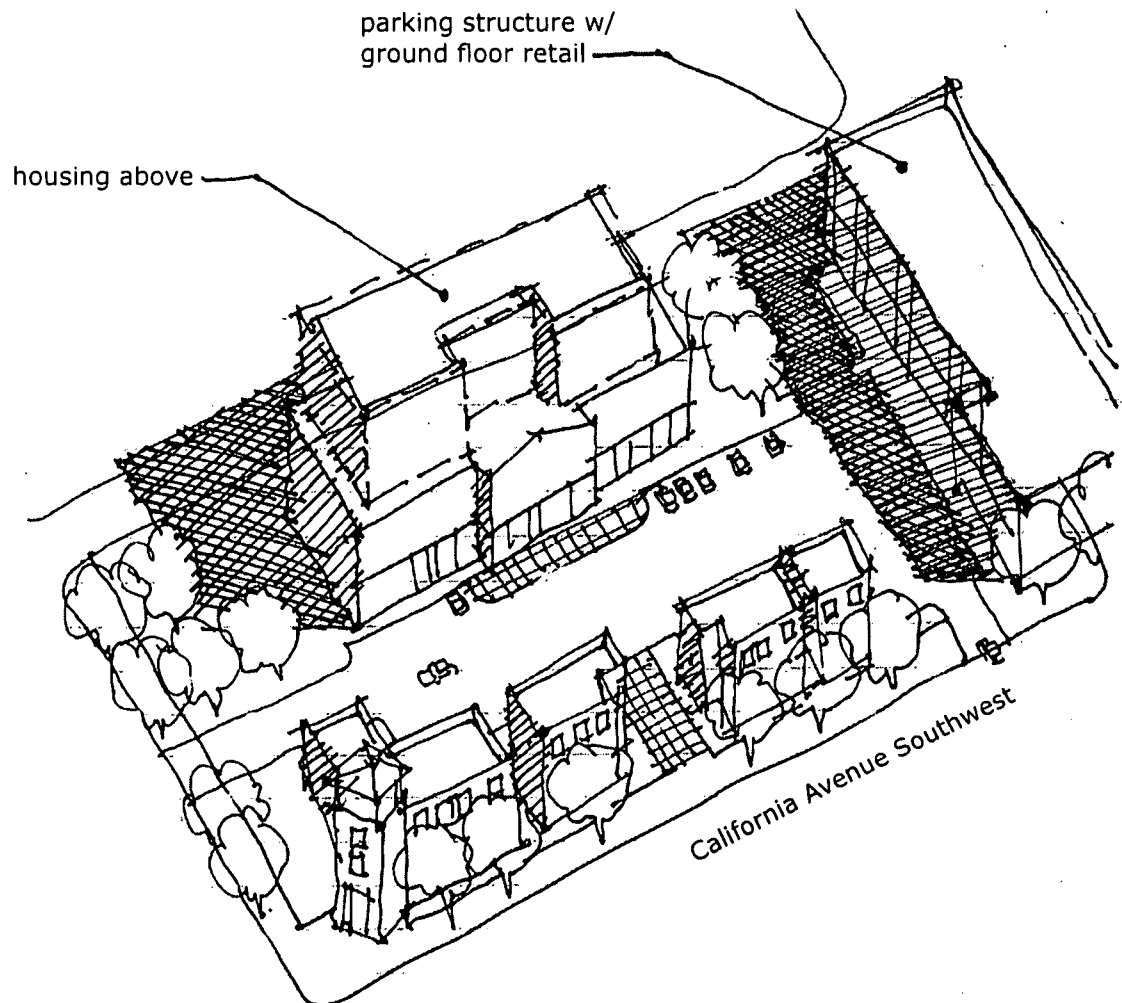
- Orient massing to the corner with a strong building and rooftop form.
- Step building down to the west toward single family area.
- Articulate California Avenue Southwest façade into distinct intervals consistent in scale with surrounding commercial structures. Create welcoming forecourts between building modulations at street level.



## Site-Specific Design Guidelines (cont'd)

### "Blue Sky Scenario": Thriftway Mixed-Use Redevelopment

- Consider adding upper-level housing to the existing structure, pedestrian-oriented retail along California Avenue Southwest, and accommodate parking in a structure with ground-level retail on California Avenue Southwest.
- Housing is encouraged above large commercial structures, e.g., Thriftway (see image below).



### **FISCAL NOTE FOR NON-CAPITAL PROJECTS**

<b>Department:</b>	<b>Contact Person/Phone:</b>	<b>DOF Analyst/Phone:</b>
Planning and Development	John Skelton/233-3883	Amanda Allen/684-8894

**Legislation Title:**

An ordinance relating to land use and zoning; amending Section 23.41.010 of the Seattle Municipal Code, approving and adopting Neighborhood Design Guidelines for the Morgan Junction neighborhood.

• **Summary of the Legislation:**

The proposed legislation would amend the Land Use Code to add the Morgan Junction Neighborhood Design Guidelines to the list of neighborhood design guidelines that will be used to review new multifamily and commercial development in the Morgan Junction neighborhood under the City's Design Review program, implementing key strategies of its neighborhood plan. The guidelines, through provisions for an enhanced site planning, pedestrian environment, appropriately designed streetscape, and focus on the architectural expression and character of new development will have the affect of reducing impacts on the neighborhood and promoting compatibility of new development with the existing neighborhood.

• **Background:**

The City of Seattle has committed substantial time and resources to the development of a design review program that relies on clear and meaningful design guidelines. The Design Review process is based on Design Guidelines for Multifamily and Commercial Development that apply citywide, and that may be augmented by neighborhood specific design guidelines. Neighborhood design guidelines have been adopted for 16 other neighborhoods to date. The Design Review Board relies upon these guidelines to review new development subject to design review and makes recommendations for conditioning approval of new multifamily or commercial development.

• *Please check one of the following:*

  X   This legislation does not have any financial implications.

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**STATE OF WASHINGTON – KING COUNTY**

--SS.

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214303  
CITY OF SEATTLE, CLERKS OFFICE

No.

**Affidavit of Publication**

The undersigned, on oath states that he is an authorized representative of The Daily Journal of Commerce, a daily newspaper, which newspaper is a legal newspaper of general circulation and it is now and has been for more than six months prior to the date of publication hereinafter referred to, published in the English language continuously as a daily newspaper in Seattle, King County, Washington, and it is now and during all of said time was printed in an office maintained at the aforesaid place of publication of this newspaper. The Daily Journal of Commerce was on the 12<sup>th</sup> day of June, 1941, approved as a legal newspaper by the Superior Court of King County.

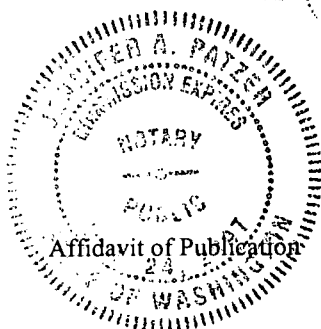
The notice in the exact form annexed, was published in regular issues of The Daily Journal of Commerce, which was regularly distributed to its subscribers during the below stated period. The annexed notice, a

CT:122443 ORDINANCE

was published on

08/09/07

The amount of the fee charged for the foregoing publication is the sum of \$ 160.43, which amount has been paid in full.



*[Signature]*

Subscribed and sworn to before me on

08/09/07

*[Signature]*

Notary public for the State of Washington,  
residing in Seattle

# State of Washington, King County

## City of Seattle

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WHEREAS, neighborhood-specific design guidelines have been developed for the Morgan Junction neighborhood to carry out specific design goals identified by the neighborhood; NOW, THEREFORE,

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Passed by the City Council the 30th day of July, 2007, and signed by me in open session in authentication of its passage this 30th day of July, 2007.

Nick Licata

President of the City Council

Approved by me this 3rd day of August, 2007.

Gregory J. Nickels, Mayor

Filed by me this 6th day of August, 2007.

(Seal) Judith Pippin

City Clerk

Attachment 1: Morgan Junction Neighborhood Design Guidelines

See City Clerk for Attachment

Publication ordered by JUDITH PIPPIN, City Clerk

Date of publication in the Seattle Daily Journal of Commerce, August 9, 2007.

8/9(214803)